

## Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 02559 240947Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----242007Z 072699 /44  
R 240900Z MAR 77  
FM AMEMBASSY TEHRAN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1759

UNCLAS TEHRAN 2559

E.O.11652: N/A  
TAGS: BBSR, IR  
SUBJ: WTDR/FTI

REF: USDOC 1223

1. IRAN 2. CNTRY CODE: 507 3. SER NO:  
4. ZAM ZAM BOTTLING COMPANY  
4A. CODE: K 4B. CODE: A 4C. CODE:  
5. KLM 11 KARAJ ROAD  
6. TEHRAN, IRAN  
7. ESTABL: 1953 8. EMPL: 1700 9. SIZE: (19-X) LARGE  
10. REPUTATION: (22-X) GOOD  
11. FIRM IMPORTS RAW MATERIALS FOR PREPARATION OF THE SOFT DRINKS,  
ALSO BOTTLES AND DISTRIBUTES THROUGHOUT IRAN.  
12. RPT. DATE: 3/77  
13A. 32210/503 IMP.MFG.DIST OF GLASS CONTAINER  
13B. 20860/503 IMP.MFG.DIST. OF BOTTLING AND CANNED SOFT DRINKS  
13C. 20870/503 IMP.MFG. DIST OF FLAVORING EXTRACTS  
14. CONTACT: IRAJ SABET TITLE: CHAIRMAN  
15. CABLE: ZAM ZAM TEHRAN 16. TELEX: 212947 FIRO IR  
17. TEL: 958502  
18. FINANCIAL REFS: BANK MELLI IRAN  
19. TRADE REFS: SAME AS (20)  
20. AGENCY REPS: PEPSICO, NEW YORK, PEPSI-COLA, 1958; SCHWEPPEES,  
ENGLAND, SCHWEPPEES SOFT DRINKS, 1967.  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TEHRAN 02559 240947Z

21. FIRM WAS ESTABLISHED IN 1953 WITH REGISTERED CAPITAL OF 700  
MILLION RIALS AND ANNUAL SALES OF 2.7 BILLION RIALS. IRAJ  
SABET IS MANAGING DIRECTOR, HORMOZ SABET AND OTHER FAMILY  
MEMBERS ARE PARTNERS. FIRM IMPORTS RAW MATERIALS, CONCENTRATES,  
CHEMICALS, MACHINERY AND SPARE PARTS, IMPORTED PRODUCTS ARE  
DISTRIBUTED THROUGHOUT IRAN. FIRM IS WELL KNOWN, AND SABET  
OWNS LARGE INDUSTRIAL GROUP INCLUDING MINA GLASS COMPANY, (WTDR

11/75) GENERAL TIRE (WTDR 2/76), RADION AND TELEVISION IF IRAN  
(WTDR 5/74), AND JOHNSON AND JOHNSON. BANKING SOURCES RATE FIRM'S  
REPUTATION GOOD, AND EMBASSY RECOMMENDS THE FIRM AS A GOOD TRADE  
CONTACT.

22. PREPARED BY: A. OMIDI APPROVED BY: DAVID E. WESTLEY

AT AMEMBASSY TEHRAN  
MIKLOS

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 24-Mar-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977TEHRAN02559  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770101-0724  
**Format:** TEL  
**From:** TEHRAN  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770324/aaaaauwj.tel  
**Line Count:** 69  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 1a9a61b2-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION NEA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 30-Sep-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3003194  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTDR/FTI  
**TAGS:** BBSR, IR  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/1a9a61b2-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009